



The **BLUES NEWS**

The official newspaper of Wycombe Wanderers Football Club



**Ready
for the
big kick
off**

Issue No. 43

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THE BLUES NEWS

IN SHORT

All change

WANDERERS will be wearing their yellow and navy away strip when they take on QPR in a friendly at Adams Park tonight (ko 7.45pm).

Seven days later when they entertain Reading (ko also 7.45pm) they will be kitted out in the new sky and navy quartered home kit, and when they travel to Chesham, on Tuesday August 4, they will don the white pin-striped away kit. In their final friendly, at Hinckley on August 5, they will be back in the yellow and navy quarters.

All three kits are on sale at Wanderers in Town in the Octagon Shopping Centre, High Wycombe (Opposite Littlewoods). The shop is open Monday to Saturday, 9am - 5.30pm.

Children's shirts cost £27.99; Adults £36.99. Socks cost £5.99 (children); £7.50 (adults). Shorts cost £12.99 (children); £17.50 (adults). Special full kit deals - children £39.99; Adults £54.99.

Early savers

AS with the previous pre-season friendlies every ticket bought at least the day in advance of next Friday's Reading match at Adams Park will be £1 cheaper than those bought on the night.

Advance ticket prices for the game are: Amersham and Wycombe College Stand - Adults £8, Concessions £4; ServisPak Stand, Bucks Free Press Family Enclosure, The Roger Vere Stand and the AXA Equity & Law Stand - Adults £8, OAP £4, Children and Students £2. Children must be under 16 on 1st of July, 1997. OAPs are over 65 years old and students must be under 22 on 1st July 1997 and in full-time education. To book ring the credit card hotline on (01494) 441118. Remember to bring an extra pound if you are going to pay on the day.

Cash back

FANS who produce their old stripey home shirt, with the label still intact, will be given a £5 club-shop voucher when they buy the new quartered home shirt. The offer last until 5.30pm on Saturday, August 30.

Sky Blues net cash windfall

COMMERCIAL BREAK
By Mark Austin

HAVING already played Aston Villa last Friday, we entertain first division QPR at Adams Park tonight.

This is the earliest I can remember us starting pre-season friendlies. Apparently there is a rule stating that clubs cannot play a pre-season friendly before July 17th. Had we reached the play-offs last season, we would have had less than eight weeks break!

Having attended the Division Two play-off final, I thought Crewe thoroughly deserved their 1-0 win. Having hit the bar twice, the post once and having two cleared off the line they ran riot in the second half. Brentford, in contrast, only had two shots on target and neither went in.

The better footballing side won, and the result was particularly pleasing from a commercial point of view as Brentford will of course bring far more supporters this season than Crewe would have done.

Furthermore we have already got a £10,000 bonus from them failing to get promoted because Sky Sports has decided to show live our league match there in September.

While I am pleased that we are receiving £10,000 from Sky Sports for the match at Griffin Park on Friday, September 19, I am disappointed that it is not the game at Adams Park they are showing.

Firstly the home side receive £20,000 and secondly, the additional advertising revenue we would have collected is much needed at present.

The match against the Bees will be the Blues first ever live Nationwide Football League match. Having not had a live league match at Adams Park last season, I was really hoping we would get one this time, as the Sky Sports contract is in its second year of a five year agreement. Hopefully we will get one at Adams Park soon for the sake of our very loyal ground board advertisers, official club Sponsors Verco Office



Marketing man: Mark Austin at Adams Park

Furniture Ltd and our stand sponsors.

Live SkySports or Match of the Day FA Cup coverage can mean the advertising pitch perimeterboards being worth £2,000 to £4,000 for just one match, depending on the competition, opposition, amount of coverage and league position.

What is encouraging this season is the record number of existing sponsors who have kindly renewed their highly valued support, and the numbers of new sponsors the club is now attracting. Robertsons Independent Estate Agents signed up as official stadium sponsors in June, as did Haymill Automotive Ltd (Saab) as official managers' car suppliers and the Jenkins Newman Partnership as official stadium sponsors.

With gate receipts overall paying a reducing percentage of players' wages throughout the country, all football clubs need to find new ways of raising additional revenue to try and keep pace with market forces.

We are fortunate at Wycombe Wanderers having such excellent conference and banqueting facilities and well established lotteries, membership schemes and matchday draws. Our diverse base gives us a firmer financial foundation than most other clubs. Also with the very popular return of quartered home and away Mizuno shirts the clubshop will be able to contribute to the coffers this season!

Finally, the ticket office's "experiment" of unreserved seating for the friendly matches, somewhat backfired, when seat season ticket holders wanted to sit in their seats. I had about two dozen complaints from VPs, ticket holders and sponsors all at the same time. Fortunately we did find them all a decent seat by the kick-off. What I discovered was that no-one likes giving up their seat. Let's hope that the club never has unreserved seating ever again, and that those who were inconvenienced have already kindly forgiven the club.

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Road, Sands, High
Wycombe. Telephone (0494)
472100. Fax (0494) 527633.

Staff wanted

WANDERERS need stewards, turnstile operators, ticket office cashiers as well as staff for their restaurants, kitchen and tea-bars.

Applicants must be able to work at matches throughout the season. Tea bar and Turnstile staff must be over 16, all other staff must be over 18.

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THE BLUES NEWS

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Boss: We're back and raring to go

GREG'S GRAPEVINE
By Alan Parry

WELL the start of the new season is almost upon us and we are now well into our pre-season training, which has been going extremely well.

All the players, myself and Richard are extremely eager to get started with the new season.

During the close season we all managed to catch up on seeing our families and taking holidays, but as always lots of things were going on behind the scenes at the club.

As you know we are delighted that both Martin Taylor and Keith Scott have joined us from Derby and Norwich and that both Jason Cousins and Steve McGavin have agreed the terms of their new contracts.

The only down side was the loss of last year's player of the year, Mickey Bell, to Bristol City.

Last Friday we had our first pre-season match against Premiership side Aston Villa. Although the result didn't go our way, the crowd

of 7,000 created a brilliant atmosphere.

The only blow of the evening was the unfortunate knee injury that Jason Cousins sustained in the first half. That will keep him out of the game for approximately two months.

We obviously wish him a speedy recovery under the skilled hands of our Physio, Dave Jones.

With regard to the Premiership, we were shown in no uncertain terms, the vast gulf between that division and Division Two when Aston Villa gave us a display of sheer class.

Brian Little's team certainly showed why it is valued at £40 million with a great all-round display of skill and hard work.

Our lads certainly never gave up on the night and we can take a lot of credit from the way we played and the 100 per cent commitment everyone showed for the full 90 minutes.

Tonight, we are pleased to welcome Queens Park Rangers to Adams Park for what we hope will be another exciting fixture in our countdown to the league season



Tension showing: John Gregory and Richard Hill against Villa

which starts at last year's third division champions, Wigan, on August 9.

We will also be welcoming near neighbours Reading to Adams Park on Friday, August 1, and I hope to see as many of you as possible on both of these nights giving your support to the team.

I do hope all our fans like the

new home strip, and tonight for our match versus Queens Park Rangers it gives us a chance to parade our new navy and yellow change shirt for our travels as well. I am a quartered man through and through so it made sense to have a quartered change shirt as well - hope you like it!

Regards, John Gregory

Pitching in for the Blues

THE Jenkins Newman Partnership are Wycombe Wanderers Football Club's first ever official pitch sponsors following the signing of a three year contract.

The pioneering sponsorship deal, between the football club and the firm of estate agents, will officially be launched on Tuesday, September 2, when Wycombe Wanderers play their first midweek Nationwide Football League Division Two home game of the 1997/98 season against Southend United, who were relegated from Division One last season.

As official pitch sponsors the Jenkins Newman Partnership will be entitled to have a centre circle PVC banner and two goal banners on the pitch prior to the kick-off.

The company's logo will also appear on the club's official letterhead.

The Jenkins Newman Partnership has branches in Crendon Street, High Wycombe and at Hazlemere Crossroads and is delighted to be connected with Wycombe Wanderers.

Last month Robertsons Estate Agents became the club's first ever official stadium sponsor as the commercial staff at Adams Park continue to explore new avenues of bringing money into the club.

The kids will be quids in

WANDERERS have doubled the number of Quid-A-Kid matches at Adams Park following the tremendous success of these days over the past few seasons.

The club hopes that by doubling the number of these matches it will attract even more children and families.

The Quid-A-Kid matches are: Carlisle United on Saturday, September 13; Oldham Athletic on Saturday December 13; Wigan Athletic on Saturday, January 10 and Grimsby Town on Good Friday, April 10.

All these matches kick-off at 3pm and will only cost £1 to anyone under 16 on 1st July 1997. The £1 entrance fee is for the Bucks Free Press Family Enclosure and the AXA Equity & Law Stand, giving children a choice of seated or standing covered viewing.

With two of the matches being against teams relegated from Division

One last season and two promoted from Division Three, all the matches should provide excellent entertainment.

Wanderers held their official open day at Adams Park last Sunday with the usual tremendous crowds.

The Centre Spot pub was open as well as the tea bars, Cornerflag club-shop, the commercial offices and the stadium. The club opened up all four stands, the changing rooms, the Ercol Boardroom, the Keen Lounge, the Vere Suite, the executive boxes, the Woodlands Club, the ServisPak Stand, the Roger Vere Stand, the AXA Equity & Law Stand and the Amersham and Wycombe College Stand.

All the players and management were there and there was a Player Trail where children who collected 12 first team squad autographs received a Wanderers goody bag.

SPORTSCENE OF BEACONSFIELD

This family business, run by Barry Stevens, specialises in all racquets - tennis, squash and badminton - with stock models from eight leading manufacturers. They also have a 24 hour re-stringing service.

Barry says that anyone new to tennis should take several things into account when choosing the right racquet, and he is happy to advise customers. Length, weight, balance and grip size all have to be considered.

Sportscene sells equipment for a whole range of sports including cricket, football, swimming, table tennis, darts, bowls and hockey. They carry an extensive range of sports clothing and footwear with all the well known brand names, Nike, Fred Perry, Wilson, Adidas, Reebok, K Swiss and Sergio Tacchini.

Special terms are offered to clubs and schools. Sportscenes Summer Sale is starting this weekend. Why not pop in and pick up a bargain?

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THE BLUES NEWS

Keep your shirt on and back the Blues

LETTER TO A SUPPORTER
By financial director
Graham Peart

Dear Supporter, Something strange happened at the Silverstone Grand Prix. A foreign driver, so recently unpopular, inherited the lead and half of the spectators spontaneously cheered.

The driver was a German, who drives an Italian car and who did an unspeakably unsporting deed to Damon Hill in Adelaide two years ago to prevent him winning the World Championship. Our new found friend "Shui" to his friends, is also intolerably arrogant whilst being annoyingly good. It was necessary to explain to our fellow Europeans that this behaviour was extremely rational by British standards. Frank Williams became a national hero, seeing off Ferrari in the early 1980s and then employing a succession of popular drivers including Nigel Mansell who became champions. The culmination of his life's work was to allow

Damon Hill an opportunity to drive the Williams Grand Prix car. Damon seized his chance, firstly being denied the title by Schumacher and the following year, beating the German fair and square. Damon was the nation's darling, rising from motorbike courier to Formula One champion.

What happened then? Williams dumped him. After brooding on the matter over the winter and then seeing Damon struggle with a car seemingly powered by a wind up rubber band, pent up emotions spontaneously erupted in about 50,000 Brits. They would cheer anyone who could beat the now hated Williams team. The fact that it was a German was a little inconvenient for some, including myself, but the protest had to be made. For had Williams not betrayed the nation our World Champion would have had the opportunity of defending his title.

You are now wondering what this has to do with keeping your shirt on. Well this story has a perfect parallel to some of the happenings at your club before

the appointment of John Gregory. There was not that much wrong with that stripey shirt. If a certain Ulster born manager had said it was his choice you would have accepted it. Be honest with yourself. But, it was introduced in a way you did not like, designed by a person that you disapproved of and, by then, subconsciously you were never going to accept it.

The intentions were of the highest order but the handling of the launch was insensitive to the majority. I can only say sorry. That unhappy saga is now over. John Gregory has achieved much in a very short time because he is effective in getting people to want the changes necessary to reach our objectives. He and Richard Hill appeared after the last match on the pitch in the old quartered shirts. At the time these were non regulation and under John's own rules that meant a £5 fine for the Christmas fund, which was willingly paid.

Your manager wanted the change because he knew you wanted your quarters restored.

Return his support and wear the new colours. You can even get a discount if you hand a stripey shirt back.

Returning to Silverstone, I caught sight of a shirt or hat from almost every league club, including Scarborough, Shrewsbury, Carlisle and even Hereford. There were thousands of Man United shirts particularly on young supporters, but not one Wanderers strip was spotted.

It's much the same in Wycombe High Street on a Saturday. Arsenal, Newcastle and United are in abundance on youngsters who were born and who live to Wycombe. Unfortunately it has become fashionable in schools to support a Premiership club. Many of these young people have never been to a match of their chosen club. This is sad. If Wanderers are to progress we need youngsters to support us. It is impossible to obtain a ticket at Old Trafford or St James. We have empty seats at each home game. We must make our shirt the fashion item at schools. Parents please assist to keep those Wycombe shirts on!

Mark your man

THERE is still plenty of opportunity to sign up for the popular Mark Your Man package. The home shirt deal is £250 plus VAT and the away deal is £200.

Players available are: Brian Parkin - home and away, Jason Kavanagh - home and away, Aaron Patton - home and away, Jason Cousins - away only, Alan Becton - away only, Michael Forsyth - away only, Steve Brown - home only, Dave Carroll - home and away, Gary Wright - home and away, Lewis Craker - away only, Mark Stallard - away only, Maurice Harkin - away only, John Cornforth - home and away, Michael Simpson - home and away.

The package includes a signed framed shirt, mention in every matchday programme next to a colour headshot of your player, P.A. announcements, two seats for the Chesterfield match, involvement in any pitch presentations etc, mentions in the Blues News and a framed photo of the end-of-season shirt presentation. If your player wins the Laurent Perrier man of the match, then your sponsorship will be acknowledged on the PA at the final whistle and in the next relevant matchday programme. Call the sales and marketing department on (01494) 472100.

Coaching courses

WANDERERS are running summer soccer coaching courses for youngsters, as well as specialist goalkeeping days.

The courses are £35 per child, or £20 for the two day goalkeeping courses which will be held at Cressex Astro turf on August 25 and 26 and August 28 and 29.

The other courses are at: Cressex School, July 28 - August 1; Maidenhead, August 4 - August 8; Cressex School, August 11 - August 15 and at Marlow, August 18 - August 22. For details call (01494) 472100.

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THE BLUES NEWS

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'Gorgeous' Jason wows young Spice

A day in the life of
Blues' mascot
Keirina Rowland

WE arrived at Adams Park at 12.30pm on Saturday, May 3. We met our host in the commercial office ten minutes later and I was given my kit for the day.

We were shown around the new stand in which dad and I normally sit including the executive boxes. We then headed back to the Main Stand via the executive entrance. We were shown around the away teams changing room and I had a quick peek in the showers just to see if we'd caught someone unawares!

We then went into Wycombe's changing room, where the players were waiting dressed in their suits. I had my programme signed by Michael Forsyth, Paul Read, Michael Simpson, Brian Parkin, John Chesebrough, Keith Ryan, Keith Scott, Steve McGavin, Jason Cousins, Paul McCarthy and Terry Skiverton. Read and Simpson were laughing a lot, with Simpson looking really cheeky. When Simpson signed the programmes, none of the pens would work, and he just kept on laughing.

I also had my photograph taken with Jason Cousins. When we left the changing rooms, we went to the gym and met Jason Kavanagh who was in there knocking a ball against the wall still dressed in his suit. Jason signed my programme and I had my picture taken with him, he was gorgeous. Dad said to the host "Keirina likes the two Jasons it must

be something about the name!" I told dad to shut up! Cousins was near dad and Kavanagh was near me, so they couldn't fail to hear what dad said. I looked at Kav and smiled at him because I was really embarrassed and I looked at Cousins too, they both smiled back, I think they realised dad was trying to embarrass me.

We left the gym and went back down the corridor, Mickey Bell and Terry Evans came down, so I had my programme signed by both of them.

I then changed into my kit, and when I came back I met the Bristol City mascot, Charlotte who was eight. We then had our photo taken together.

As it approached 2.20pm the host came to get us so we could go out with our teams to warm up. We were really nervous, Charlotte went out first as Bristol were already on the pitch and I waited for one of our players to come out. Cousins came out and the host said to me "Jason will look after you". Jason took me out and asked me how I was and we kicked a ball around. In total I had a kick around with Jason Cousins, John Gregory, Terry Evans, Mickey Bell, Steve McGavin, Jason Kavanagh and David Carroll. I had my photo taken with Kavanagh as he is one of my favourites. We were both knelt down for the photo and the cameraman was there for ages taking the photo, and as we knelt down for so long we started to get off balance and wobble about. Jason said to me in his East Midlands accent "God, how many photo's is he taking!" I then had my photo taken



Glamour boy: Jason Kavanagh in the thick of it against Crewe last season

with Steve McGavin, who asked me what I thought the score would be, I said "3-0 to us."

After the warm-up, Charlotte and I went back towards the changing rooms it was 12 minutes till kick-off. We waited for about five minutes for the teams to come out. You could hear Bristol City psyching themselves up, shouting "come on boys", and clapping. Charlotte then stood ready to lead them out.

Then you could hear the Wycombe changing room, they were psyched up as well. When they appeared I stood in front of Jason Cousins (our captain) ready to lead our boys out to victory. The referee then said to Charlotte and I "Oh, it's the Spice Girl mascots".

Jason asked me if I was ready and I said "yes". The referee asked if both teams were ready and then said "come on boys, lets get out there." Cousins shouted

"lets do it." It was so noisy in the tunnel with both teams shouting.

When I ran out onto the pitch it was such a great feeling with everyone in the 7,240 crowd cheering. I knocked the ball around with Cousins, McGavin and Carroll before the whistle went and I walked up with Jason to the centre circle. The referee then said to Charlotte and I "I normally give the mascots some money" at which point he gave us a quid each. The referee let Jason toss and Bristol called tails' which it was'. Bristol elected to kick off and Jason chose to attack the Amersham College Stand end where the away support was. We had our pictures taken again.

Charlotte and I ran off. Before I had run out with the team Dad asked John Gregory if I could have his autograph and he asked if I had a pen, but dad said he didn't think I did. So

Gregory said "if we had a camera, he'd give me a photo I couldn't forget". I came off the pitch and Gregory called me over and said "quick before the match starts!" He grabbed me around the shoulders and neck and dad took a photo, then John said "lets have another one, but this time with a big kiss" and before I knew it, he gave me a kiss on the cheek whilst he gave me a bear hug and dad got a photo of it! It was funny and embarrassing, because the substitutes and crowd were laughing. I think our manager's a bit of a nut case, totally mad, off his head and a really nice guy!

I had a terrific day, and wish I could do it again but I suppose I'm getting too old now. To put the icing on the cake we won 2-0, with two brilliant goals so I brought the boys good luck. I now look forward to many more trips from Wales to support my team

IN SHORT

Blues boss gets Carried away

SAAB Haymill of Farnham Road, Slough are the official suppliers of manager John Gregory's car for the next two seasons.

Saab's sales director Graham Hurley will present the keys to an "R" registration Saab 900 CSE before tonight's friendly against local rivals Reading at Adams Park.

The God squad

WANDERERS are holding a church service at All Saints Parish Church, High Wycombe, on Sunday, August 3, which Manager John Gregory and the players will be attending.

Supporters are also welcome to attend the service which will commence at 9.45am. Chairman Ivor Becks and John Gregory are encouraging those fans who are coming to wear the new home quartered shirts if they want.

Adams Family

WANDERERS are looking for accommodation for their new intake of youth team players. Families only will be considered and they must be able to provide breakfast and an evening meal from Sunday evenings to Saturday morning.

Please call Adrian Cole, Wanderers' youth development officer on (01494) 472100

Popular Blues

THE Blues have reported record season ticket sales this summer with more than £380,000 already banked.

The commercial department now expect to reach their target of £400,000 worth of season tickets sold in less than eight weeks from the end of last season to the start of this.

Shirt spree

IF Wanderers sell 4,000 replica Mizuno quartered shirts by Easter next year, they will give a £5 club-shop voucher to every fan who has bought one, providing they can still produce a receipt.

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Dr Albert Leung is the creator of INTRA and has a Ph.D. in Pharmacognosy (science of natural products) and a Bachelor of Science Degree in Pharmacy. Dr Albert Leung is recognised as a world specialist in the use of herbs and botanicals. He is commissioned by the USA National Cancer Institute to create their herbal database (PhytoMed). He is regarded as the most reliable, accurate source of Chinese herbal information in the Western world today.

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THE BLUES NEWS

Refs who rile Simpson



Watching you: Michael Simpson keeps a close eye on Aston Villa's Dwight Yorke

NAME: Michael Simpson
DATE OF BIRTH: 28.2.74
HEIGHT: 5ft 7ins
WEIGHT: 11 stone
HOME: Solihull
CAR: Peugeot 305
MARRIED: No
CHILDREN: No
DAD'S JOB: Landlord of a pub
BROTHERS AND SISTERS: Two brothers and one sister
FAMILY PETS: None
NICKNAME AT CLUB: Simmo

QUESTIONS AND ANSWERS
WHO DO YOU SHARE A ROOM WITH ON AWAY TRIPS? Paul Read
DOES HE HAVE ANY ANNOYING HABITS? No
WHAT WAS YOUR AMBITION AS A CHILD? To be a professional footballer
WHAT IS YOUR AMBITION NOW? To play at the highest level
WHO WAS YOUR BOYHOOD HERO? Bryan Robson
WHAT HAS BEEN YOUR SADDEST MOMENT IN FOOTBALL? Being relegated with Notts County
WHICH PRESENT-DAY FOOTBALLER DO YOU

ADAMS PARK
SPOTLIGHT ON
MICHAEL SIMPSON

ADMIRE MOST? Paul Ince
WHO IS THE GREATEST PLAYER THERE HAS EVER BEEN? Diego Maradona
WHO HAS BEEN THE GREATEST INFLUENCE ON YOUR CAREER? My Dad
WHICH MANAGER HAS BEEN THE BIGGEST INFLUENCE ON YOUR CAREER? Mike Walker
WHAT JOB WOULD YOU BE DOING IF YOU HADN'T MADE IT AS A FOOTBALLER? Anything
WHAT WAS YOUR MOST EMBARRASSING MOMENT IN FOOTBALL? Falling over in a warm-up
WHICH TEAM DID YOU SUPPORT AS A BOY? Manchester United
WHAT IS YOUR FAVOURITE GROUND? Haven't got one
WHAT OTHER SPORTS AND HOBBIES DO YOU ENJOY? Golf and Snooker
AWAY FROM FOOTBALL,

WHO IS YOUR FAVOURITE SPORTSMAN? Nick Faldo
DO YOU PLAY ANY MUSICAL INSTRUMENTS? No
IS THERE A SPORTING DREAM YOU WOULD HAVE LIKED TO HAVE ACHIEVED IN ANOTHER SPORT? To win the Masters in Golf
WHAT REALLY ANNOYS YOU IN FOOTBALL? Referees
WHAT ARE YOU PET HATES OUTSIDE FOOTBALL? Smoking and people who are miserable

FAVOURITES
TV PROGRAMME: Harry Enfield and Chums
POP STAR/GROUP: Mariah Carey
FOOD: Steak
DRINK: Lager
FILM: Seven
FILM STARS: Demi Moore
HOLIDAY RESORT: Tenerife
COMEDIAN: Lee Evans
CITY: Nottingham
SOAP: Coronation Street
SOAP CHARACTERS: Jack Duckworth

COMPILED BY STEVE HAYES

ANNUAL FEE



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